

June 14th

All
Trolleys Lead
To

The Boston Store

The Boston Store

The Business
Center
of Norwich

WIRE SALE

FIFTH ANNUAL LIVE WIRE SALE

Begins Wednesday Morning, June 14th, at 8.15

During this great sale we wish to emphasize our service. Through our Mail Order Department and by means of our Telephones we can keep in constant touch with you. We give personal visits to us but if unable to come, a mail or telephone order will receive our prompt attention. Through our ability to serve we have become the trading centre for Western Connecticut.

'PHONE 21—ALL TELEPHONE AND MAIL ORDERS WILL
RECEIVE PROMPT ATTENTION

Red Hot Live Wire Sparks From the Ready-to-wear Section

LIVE WIRE HOUSE DRESS BARGAIN—Percales and Ginghams have been used in the construction of stylish house dresses. The colorings are good, the quality is splendid and the dresses are out generously—there's no skimping of materials.

HOUSE DRESSES OF BETTER QUALITY—Quality, style, fit and finish have all been considered in this Live Wire offering. Good materials in pretty check and stripe designs have been made up into sturdy house dresses of exceptionally good appearance. You never saw better for the price.

WOMEN'S AND MISSES' SUMMER DRESSES—Wash Dresses in solid colors and stripe patterns for \$1.98. They are the kind of dresses which may be worn on the street as well as at home. Clever in design and most effectively trimmed in various styles, many having dainty Organdie collars.

WOMEN'S AND MISSES' SUMMER DRESSES—Pretty solid ones and dainty flowered effects are to be seen in this lot of Live Wire bargains. The models are all new and up-to-date. The dresses are all daintily trimmed after the newest styles. You need several of these right now.

AND SOME WASH FROCKS IN COLORS—Novelty weaves, wash stripe designs and dainty flowered voiles make up this social bargain offering. Many of them are trimmed with contrasting colors after the latest style, and have the neat Organdie collars and cuffs. Every dress a bargain.

WOMEN'S AND MISSES' WHITE FROCKS—We have grouped one price a good assortment of pretty white frocks for both women and misses. The designs are clever and all the dresses are handomely trimmed with laces and embroideries of good quality. An early choice is advised.

69c

98c

\$1.98

\$2.98

\$4.75

\$5.00



Sparks from the Art Goods Department

STAMPED VOILE SHIRTWAISTS, \$1.00
WAISTS ALL MADE UP and stamped for embroidery.....LIVE WIRE PRICE 50c

75c STAMPED WAIST PATTERNS—
LIVE WIRE PRICE 50c

STAMPED VOILE WAISTS—50c and 55c values.....LIVE WIRE PRICE 15c

STAMPED GOODS IN PACKAGES including Handkerchief Cases, Laundry Bags, Doll Outfits, Embroidery Bags, Brush and Comb Cases, Crib Covers, Etc. Values up to \$1.00—
LIVE WIRE PRICE 5c

AN ODD LOT OF CROCHET COTTONS—
LIVE WIRE PRICE 5c

75c STAMPED PILLOW CASES—
LIVE WIRE PRICE 50c

75c STAMPED NIGHT ROBES all made up—
LIVE WIRE PRICE 40c

75c STAMPED ENVELOPE CHEMISES all made up—
LIVE WIRE PRICE 50c

50c STAMPED CORSET COVERS all made up—
LIVE WIRE PRICE 25c

14-PIECE LUNCHEON SET stamped for embroidery. Value 50c.....LIVE WIRE PRICE 25c

Live Wire Specials in Women's Gloves

75c ELBOW LENGTH SILK GLOVES in white or black, made with double tipped fingers—
LIVE WIRE PRICE 50c

\$1.00 SILK GLOVES—16-button length in plain white or plain black. Also white with black embroidery and black with white embroidery—
LIVE WIRE PRICE 60c

LIVE WIRE SPECIAL

24-inch Matting Suit Cases

Were \$1.25

Splendid Suit Cases, made of the highest grade matting and finished with heavy handle and corners. Each case is fitted with a good lock and has straps all around for extra security. These are splendid Live Wire bargains.

LIVE WIRE SPECIAL
\$1.00

Strong Bargain Currents from the Hosiery and Underwear Departments

15c BLACK COTTON HOSE for women—double tops and spliced heel.....LIVE WIRE PRICE 12c

25c BLACK MERCERIZED HOSE FOR WOMEN—A fine, black, mercerized, seamless hose in a beautiful gauze weight. They are made with double tops for extra strength—
LIVE WIRE PRICE 19c

WOMEN'S FINE SILK BOOT HOSE in black or white. Seamless with lisle top—
LIVE WIRE PRICE 27c

55c FINE SILK HOSE with double heel, sole, etc., and garter top.....LIVE WIRE PRICE 29c

FINE SILK BOOT HOSE in black, gray, navy and tan.....LIVE WIRE PRICE 35c; 3 for \$1.00

\$1.00 WOMEN'S THREAD SILK HOSE with lisle top and sole. Black, white and colors—
LIVE WIRE PRICE 78c

\$1.50 SILK HOSE in various weights and colors. Also white. Finest silk.....LIVE WIRE PRICE 88c

CHILDREN'S MEDIUM WEIGHT RIBBED HOSE in black only.....LIVE WIRE PRICE 9c

15c MISSES' FINE RIBBED HOSE in black, white and tan. Sizes 6 to 9½—
SALE PRICE 12½c

15c INFANTS' SILK LILE HOSE in black, white or tan.....LIVE WIRE PRICE 12c

15c WHITE RIBBED VESTS for women. Low neck and sleeveless.....LIVE WIRE PRICE 12c

25c SHAPED VESTS for women. Common sizes. Low neck and short sleeves or sleeveless—
LIVE WIRE PRICE 19c

25c STRAIGHT RIBBED VESTS for women. Low neck and sleeveless—plain or fancy trim—
LIVE WIRE PRICE 19c

35c WOMEN'S UNION SUITS—
LIVE WIRE PRICE 25c

WOMEN'S 50c THREE-PIECE UNION SUITS—Low, square neck, sleeveless and tight knee—
LIVE WIRE PRICE 39c

\$1.00 SUMMER WEIGHT UNION SUITS for women. Tight or loose knee.....LIVE WIRE PRICE 78c

MISSES' VESTS AND PANTS—low neck vests and lace trimmed pants. Sizes 20 to 24, and extra value at 18c.....LIVE WIRE PRICE 15c

Laces and Embroideries at Snappy Live Wire Prices

35c VEILINGS in black and colors. Some plain and some dotted or with fancy borders—
LIVE WIRE PRICE 15c

\$1.00 CHIFFON AUTO VEILS in all the desirable colors.....LIVE WIRE PRICE 69c

5c EMBROIDERIES—edges suitable for children's dresses, etc.....LIVE WIRE PRICE 5c

EMBROIDERED EDGES worth 15c and 18c a yard.....LIVE WIRE PRICE 10c

EMBROIDERED BANDS always sold for 50c and 75c a yard.....LIVE WIRE PRICE 25c

50c EMBROIDERED BATISTE FLOUNCING, 27 inches wide.....LIVE WIRE PRICE 75c

75c EMBROIDERED ORGANDIE FLOUNCING, 27-inch.....LIVE WIRE PRICE 50c

\$1.00 EMBROIDERED VOILE FLOUNCING, 46 inches wide.....LIVE WIRE PRICE \$1.25

65-INCH EMBROIDERED FLOUNCING, slightly soiled and mused. Worth \$1.25 to \$1.50.
LIVE WIRE PRICE 98c

All Remnants at Live Wire Prices

Sparkling Values in Notions and Small Wares

WILLMANTIC MACHINE THREAD in white and black.....SALE PRICE 6 spools for 24c

5c WHITE BASTING THREAD—
SALE PRICE 3 for 10c

LINEN FINISH THREAD in black or white—
SALE PRICE 2 for 5c

BLACK SEWING SILK—Letter "A" 100-yard spools.....SALE PRICE 6c

EAGLE PINS—all brass—on papers—
LIVE WIRE PRICE 5c

COMMON PINS on papers. 400 count—
LIVE WIRE PRICE 2 for 5c

DEFENDER SAFETY PINS of medium size. Full nickel.....SALE PRICE 2 papers for 5c

JAPANESE WIRE HAIR PINS in papers—
LIVE WIRE PRICE 1c

GIANT WIRE HAIR PINS in papers—
LIVE WIRE PRICE 2 for 3c

HAIR PIN CABINETS—assorted invisible pins—
LIVE WIRE PRICE 3c

HAIR PIN CABINETS with regular and invisible pins.....LIVE WIRE PRICE 4c

10c HAIR PIN CABINETS—assorted pins—
LIVE WIRE PRICE 7c

300 WIRE HAIR PINS in box. All lengths and styles.....LIVE WIRE PRICE 10c

5c BRASS HOOK AND EYES in black or silver—4 sizes—2 dozen on card—LIVE WIRE PRICE 3c

WHITE TWILLED TAPE—3 yards—4 widths—
LIVE WIRE PRICE 2 for 3c

3c WHITE TWILLED TAPE—10 yards—¼ to ½ inch widths.....LIVE WIRE PRICE 5c

WHITE TWILLED TAPE—10 yards—¼ to 1 inch.....LIVE WIRE PRICE 8c

10c WHITE TWILLED TAPE—24 yards—
LIVE WIRE PRICE 8c

BIAS SEAM TAPE—12 yards—Favorite Brand. 5 widths.....LIVE WIRE PRICE 5c

10c LADY DAINTY LINGERIE TAPE in pink, blue and white—10 yards.....LIVE WIRE PRICE 8c

5c TAPE MEASURES—60 INCH—
LIVE WIRE PRICE 3c

CORSET LACES—5 yard flat laces or tubular—
LIVE WIRE PRICE 4c

SILK SHOE LACES—60 inch—value 15c—
LIVE WIRE PRICE 12c

10c DOUBLE NAINSOOK DRESS SHIELDS, sizes 2-3 and 4.....LIVE WIRE PRICE 3 for 25c

KID HAIR CURLERS in 4¼-5 and 6 inch lengths.....LIVE WIRE PRICE 10c

WOMEN'S SEW-ON HOSE SUPPORTERS—
LIVE WIRE PRICE 10c

CHILDREN'S HOSE SUPPORTERS with rubber button clasp. Black or white. Five sizes—
LIVE WIRE PRICE 10c

5c TOMATO PIN CUSHIONS—
LIVE WIRE PRICE 4c

NICKEL-PLATED SKIRT MARKER with square base and 8 inch hinged post. Sliding chalk holder with chalk complete.....LIVE WIRE PRICE 25c

COMBINATION SPOOL HOLDER—Nickel-plated—holds 5 spools, sewing clasp and pin cushion—
LIVE WIRE PRICE 20c

18c COAT AND PANTS OR SKIRT HANGER—
LIVE WIRE PRICE 2 for 15c

SHOE TREES—wood toe with steel spring shank.....LIVE WIRE PRICE 9c

Shinola—3-in-1 and Whittemore's Shoe Polishes

10c shoe.....LIVE WIRE PRICE 6c

25c shoe.....LIVE WIRE PRICE 21c

35c SCISSORS—pocket, embroidery and pointed styles.....LIVE WIRE PRICE 18c

10c STA-FUT COMMON PINS—will not slip—
LIVE WIRE PRICE 5c

Battery of Live Values In Boston Store Millinery

About Seventy-five
Boston Store Dress and Tailored
Hats

FOR
ONLY \$2.98

Every hat is up to regular high standard. Every hat represents the latest word in millinery style and is made and finished in the inimitable Boston Store manner. In this you will find seventy-five hats, both black and colored which were formerly marked at prices ranging from 50c to \$5.00. We are going to clear up our tables of these handsome hats at the one LIVE WIRE PRICE—

\$2.98

A Special Lot of Untrimmed Hats

Hats of all sizes and shapes—hats in all colors, just waiting for you. We have made two prices as the qualities presented are varied and every individual hat is a genuine Live Wire bargain at the price we have marked it.

UNTRIMMED HATS
Live Wire Price 98c

UNTRIMMED HATS
Live Wire Price \$1.98

The Reid & Hughes Co

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